

COUNTY OF SAN DIEGO, CALIFORNIA
BOARD OF SUPERVISORS POLICY

Subject

Funding of the Community Enhancement Program

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Purpose

It is the purpose of this policy to establish guidelines and criteria for allocating the appropriations for the Community Enhancement Program.

Background

Prior to the 1979-80 fiscal year, these activities were budgeted in the Department of Parks and Recreation under the Other Recreational and Cultural Program. In 1980-81 and the 1981-82 fiscal years, these activities were budgeted in the CAO-Special Projects. During the 1982-83 fiscal year, the Board established a new separate program designated Community Enhancement and on January 29, 1985, the Board directed that funding for the Community Enhancement Program should be out of the County General Fund based on revenue projections forwarded to the Board as part of the proposed Program Budget. The Board made specific allocations during the final Program Budget deliberations process. On June 25, 1996, the Board of Supervisors established 1996-97 as a base year for distribution of County Community Enhancement funds. A category of programs that serve the region, entitled General Regionwide Economic Development and Tourism Promotion, totaling \$450,000 was established. The remaining \$1,850,000 of 1996-97 Community Enhancement funding was allocated among the 5 districts. In future years, each category will grow or diminish at the rate of collection for that particular year.

Entities and activities currently funded are cultural activities, museums, visitor and convention bureaus, economic development councils, and other similar institutions/organizations, including County programs and projects, which promote and generate tourism and/or economic development within San Diego County.

The following policy will establish the method and criteria for determining the qualified entities for Community Enhancement funds.

Policy

It is the policy of the Board of Supervisors that:

1. Applicants will adhere to the entry deadline for the Community Enhancement Program application. No applications will be accepted unless they are received by the Clerk of the Board of Supervisors by the closing date that is made known to all applicants at the beginning of each Community Enhancement funding cycle. The Clerk of the Board of Supervisors is authorized to enforce the cut off date for acceptance of applications.

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2. Community Enhancement Program funds shall be allocated to cultural activities, museums, visitor and convention bureaus, economic development councils, other similar institutions/organizations, including County programs and projects, which promote and generate tourism and/or economic development both at the regional and community levels throughout San Diego County.
3. The amount of funding from the General Purpose Revenues proposed by the CAO for the Community Enhancement Program shall be the same as the amount of Transient Occupancy Tax (TOT) revenues estimated and proposed to be budgeted; however, the Board has the discretion to allocate a greater or lesser amount of General Purpose Revenues for Community Enhancement.
4. A category of programs that serve the region, entitled General Regionwide Economic Development and Tourism Promotion is hereby established. 1996-97 Base year funding for these programs shall be allocated as follows:

| | |
|-----------------------------------------------------------------|-----------|
| San Diego Convention and Visitors Bureau | \$250,000 |
| San Diego Regional Chamber of Commerce Economic Research Bureau | 50,000 |
| San Diego Regional Economic Development Corporation | 65,000 |
| San Diego Film Commission | 20,000 |
| San Diego Bowl Game Association – Holiday Bowl | 65,000 |
| Total 1996-97 Base Year Regional Funding | \$450,000 |

San Diego North Convention and Visitors Bureau at \$200,000 and San Diego East Visitors Bureau at \$50,000 shall also be established as regionwide programs.

5. Each year, after funds are allocated to the category, General Regionwide Economic Development and Tourism Promotions, the remaining funds shall be divided by district. The location of a particular program was determined by the address on its application. The base levels for the districts are as follows:

- a. For 2002-2003, the district allocations are as follows:

Distribute \$100,000 accordingly:

Supervisory District 2 \$50,000

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Supervisory District 5 \$50,000

Distribute the remaining balance accordingly:

Supervisory District 1 20%

Supervisory District 2 20%

Supervisory District 3 20%

Supervisory District 4 20%

Supervisory District 5 20%

b. For 2003-2004, the district allocations are as follows:

Distribute the remaining balance accordingly:

Supervisory District 1 20%

Supervisory District 2 20%

Supervisory District 3 20%

Supervisory District 4 20%

Supervisory District 5 20%

6. Fiscal Year 1996-97 establishes the base year for distribution of General Regionwide County Community Enhancement funds under paragraph number 4 of this Policy. In future years, allocations shall be increased or decreased according to the amount of Transient Occupancy Tax (TOT) revenues estimated and proposed to be budgeted, based on the estimated rate of collection for the preceding year.
7. The goal of Community Enhancement Program funding shall be to stimulate tourism, promote the economy, create jobs, and/or a better quality of life.
8. Funded organizations must present annual progress documentation of contract costs reports to the Chief Financial Officer/Auditor and Controller to be reviewed for compliance. This review will ensure that the Community Enhancement Program dollars are being spent in accordance with the proposal presented on the application.

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9. The County Board of Supervisors shall review applications of organizations not in compliance for reconsideration of funding.
10. The County's contribution is not to exceed fifty percent (50%) of the recipient's current fiscal year operating budget.
11. Except for events which the Board determines are of significant regional importance, the County's contribution shall not exceed the actual cash contribution made by that city in which the recipient is located for the current fiscal year being funded.
12. Appropriations not spent by the funded organizations will be returned to the County.
13. Eligibility for County funding from the Community Enhancement Program will be based on the following guidelines:

Unless waived by the Board of Supervisors, each organization/institution shall:

- a. Hold a legally tax exempt/not for profit status.
- b. Demonstrate a positive need for County support and show how County funds would be used to address the goals as defined above.
- c. Use County funding for promotion for tourism or economic development or for services which attract tourists.
- d. Be legally organized and functioning within the County, and staffed a minimum 4 hours, 5 days per week. The institutions and organizations shall maintain an elected body, or employ an administrator or staff recognized by the Board of Supervisors as responsible for the expenditure of allocated funds.
- e. Submit a written funding request by March 1 of each year to the Clerk of the Board of Supervisors of San Diego County indicating how the funds will be expended. NO WAIVER PERMITTED. THE MARCH 1 DEADLINE MUST BE MET.
- f. Demonstrate an effort to increase the amount of non-County support.
- g. Submit full disclosure financial statements as part of the funding request. Statements must be submitted for the prior fiscal year, the estimated current fiscal year and the proposed fiscal year. They must cover all operating expenditures,

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- revenues, capital acquisitions, other sources of funding and a statement of assets, liability and reserves.
- h. Submit Performance Indicators as part of the funding request. These reports must be submitted for the prior fiscal year, the estimated current fiscal year and the proposed fiscal year and focus on how well the organization is meeting its stated mission. Indicators of efficiency and effectiveness are encouraged as well as information on the number of people served from both distant (out of County) and local areas.
14. Certain standards and characteristics of organizations may be waived so as not to discourage smaller organizations from seeking funding.
15. The County shall have the right to audit each financial record submitted to the Chief Financial Officer/Auditor and Controller.
16. In order to facilitate and expedite the Community Enhancement Program contract administration process, the Board of Supervisors authorizes the Clerk of the Board of Supervisors to execute amendments and extensions of the Community Enhancement contracts which do not materially impact or alter the grant program or funding level. A form with signatures of officers of the Chief Administrative Officer and County Counsel shall provide authority for executing such contracts. If any fiscal impact is involved, a signature of the Chief Financial Officer/Auditor and Controller shall also be required on this form.

Sunset Date

This policy will be reviewed for continuance by 12-31-2008.

Board Action

7-02-85 (80)
6-30-86 (65)
6-30-86 (66)
7-05-88 (50)
6-20-89 (63)
8-14-95 (118B)
6-25-96 (46BD, 47BD, & 48BD)
9-17-96 (47)
5-7-2002 (10)

CAO Reference